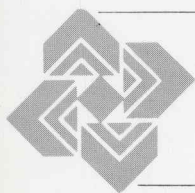


The Concordia Centre for Management Studies invites your participation in the Seminar:

Trading with the Eastern Bloc

Date: May 7, 1981

Place: Hall Building,
Concordia University



concordia center
for management studies

The CCMS is a dynamic organization which exists to provide a functional bridge between the business community and Canada's largest and most progressive business school, Concordia University. The CCMS offers a wide range of educational and consulting services to the business community in Canada.

The aim of this Seminar is to increase the current knowledge of market potential in Canada-Eastern European Trade, Investment and Contractual business links. A small group of internationally-known academics and senior government officials will be the speakers and leaders of the day-long seminar.

The seminar will be of particular interest to sales, marketing and traffic personnel of firms and organizations in Canada, doing, or desiring to do, business with Eastern Europe.



Agenda

- 9:00 - 9:15 **Registration**
- 9:15 - 9:30 Opening Address and Welcome
Dr. Pierre Simon
- 9:30 - 10:30 Mr. E. Sziklai
- Current Canadian/Hungarian business relations
- Hungarian legal requirements with regard to imports and joint ventures.
- Mr. Bernard Whyte
- Canadian/Eastern European business relations.
- Export Support Systems provided by the Canadian Government.
- Mr. K. Szwarc
- Canadian-Polish Relations
- Polish Imports and Joint Ventures
- 10:30 - 10:45 Coffee Break
- 10:45 - 12:15 Panel Discussion
Dr. K. Bialecki
Dr. V.H. Kirpalani
Dr. K.C. Dhawan
Eastern European Foreign Trade organizations.
Contact processes for foreign trade companies and end-users.
- Information Sources for doing business in Eastern Europe.
- Trade and Service potentials.
- Eastern Europe's dynamic market potential within the growing global shopping centre.
- Methods of Entry
- Canadian/Eastern European Industrial Co-operation.
- 12:15 - 1:30 Lunch
- 1:30 - 3:30 Workshops and Question Period
- 3:30 - 3:45 Closing Remarks



conference leaders

Dr. Pierre Simon

Dean of the Faculty of Commerce and Administration, Concordia University. Dr. Simon has many years of extensive experience in business and academic life both in Canada and abroad.

Mr. E. Sziklai

Trade Commissioner in Montreal of the Hungarian People's Republic. Prior to this posting, Mr. Sziklai was Director of Overseas Developed Countries, Ministry of Foreign Trade. Mr. Sziklai has a degree in Foreign Trade from Budapest University of Economic Sciences.

Mr. Bernard Whyte

Chief of the Eastern Europe Division of the Department of Industry, Trade and Commerce. Mr. Whyte's extensive background in this field includes 15 years with the Department and foreign postings to Italy, England and Brazil. He recently led a seminar on Eastern Bloc Trading at the École des Hautes Études Commerciales.

Mr. K. Szwarc

Polish Trade Commissioner in Montreal. From 1964-68, Mr. Szwarc was the Polish Commercial Attache in London and he is a former Director of Foreign Trade for Impexmetal Ltd. Mr. Szwarc has a degree in Foreign Trade from the Central School of Economics, Warsaw, Poland.

Dr. K. Bialecki

Chairman of the International Marketing Department at the Central School of Economics, Warsaw, Poland and visiting Professor at Concordia University during the 1980-1981 academic year. He is Vice President of the Polish Marketing Association, the author of many marketing publications and has led or chaired 5 previous seminars on East/West Europe Trade with the European Economic Commission.

Dr. V.H. Kirpalani

Acting Chairman of the Marketing Department, Concordia University and visiting fellow of Oxford Centre for Management Studies, U.K. He is Vice-President Elect, Canadian Region, American Marketing Association, and Governor of the Academy of Marketing Science. A number of prominent books and articles have been authored by Dr. Kirpalani and he has been active as a consultant to the governments of Canada, Peru and Nigeria. Prior to joining academic life, Dr. Kirpalani had extensive managerial exposure with large, international business concerns.

Dr. K.C. Dhawan

Coordinator of the International Business Program, teaching in the areas of International Business and Marketing at Concordia University. He has co-authored such texts as Export Consortia: A Canadian Study and Perspective. Dr. Dhawan has served as a consultant to the Export Promotion Review Committee and has had extensive International experience in the private Sector.